NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

DVD SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Mommy Is A MILF

is **Not Approved.**

The DVD Slick entitled *Mommy Is A MILF* is not approved because of the manner in which it degrades, dehumanises and demeans the women depicted, and women more generally, under s3(3)(c) of the FVPC Act. The back of the slick has six rows of images, all of which explicitly depict sexual activity. The five images in the top row depict, in close-up, women being subjected to forceful deep fellatio. These women look uncomfortable and none of them have any obvious control over the activity. Exacerbating this is the text that accompanies these and the other images. Captions scattered over the back of the slick refer to the women, and to sexual conduct, in a highly derogatory manner. The purpose of the slick is to promote the related DVD, and the presentation of women in this manner, for this purpose, is unacceptable.

The Classification Office has weighed the competing considerations of the issues raised above and the right to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The DVD slick's potential for injury to the public good makes it likely that, if it were to be submitted under s13(1) of the FVPC Act, it would be classified as objectionable. The likely injury to the public good caused by the availability of this advertising material is its potential to play a role in the formation or reinforcement of negative attitudes to women.

Date: 18 April 2007

For the Classification Office (signed):

OFLC No: 700509

tmp4EC0